

DS 298

30%

**Organizes, schedules, and coordinates** press conferences, media engagements, bilateral events, interviews, and briefings with local and international media covering U.S. government policy. Serve as liaison between the Ambassador and reporters at major public events. Drafts press releases, media analysis and highlights, cables and correspondence regarding the media, media reactions, and Panamanian public opinion.

20%

**Acts as principal point of contact** for PAS with high-level media representatives and public affairs officials in government, the private sector, agencies, and other organizations. Advises Information Officer (IO) and Public Affairs Officer (PAO) on how best to respond to media queries; drafts media responses for supervisor and Front Office approval.

20%

**Monitoring, analyzing, and reporting** on local and international media (traditional and digital) opinion pieces and developments affecting press freedom in Panama. Advises the PAO and IO on the content and slant of media reports and editorials. Alerts the PAO and IO of fast-breaking news, particularly on any issues that may involve U.S. policy and/or the Mission. Designs strategic communication strategies and plans consistent with Mission goals and objectives. Supports the Information Assistant on the Media Highlights and the AV/Tech on the TV highlights. Provides daily briefs on Panamanian media coverage of issues important to the bilateral relationship.

10%

**Manages the Social Media Coordinator** and the Information Assistant (photographer). Supports special Public Affairs projects/events, and provides translation/interpretation as needed.

10%

**Advises American officers** on the selection, distribution, and placement of Public Diplomacy materials in support of Mission goals and objectives, drawing on a comprehensive knowledge of Panamanian media organizations and personalities as well as of leaders and opinion makers throughout government and private sector agencies and organizations. Counsels the PAO and the IO on the most effective formats and strategies for influencing target audiences via traditional and social media. Assists in strategic planning.

10%

**Provides input and counsel** to the Mission for annual Congressionally mandated reports (Human Rights, Trafficking in Persons, etc.). Nominate candidates for the International Visitors and similar programs in fields related to media and public affairs. Prepare reporting documents for Mission and Washington audiences related to press coverage and public perception of Mission goals.

**NOTE: This position description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the agency.**

#### **15. Qualifications Required For Effective Performance**

a. Education: University degree in Journalism, Communications, Marketing, Liberal Arts, Social Sciences, Political Science, International Relations, or Business Administration is required.

b. Prior Work Experience: Five years of progressively responsible experience in communications media as a journalist (new or traditional media), advertising executive, or as a corporate or public communications professional in either the public or private sector. Additional two years supervisory experience is required.

c. Post Entry Training: Continued training on latest technology and skills on management, writing, editing, design of publications, digital media, marketing, strategic communication, political communication, and public relations

d. Language Proficiency: List both English and host country language(s) proficiency requirements by level (II, III) and specialization (sp/read): Level IV (fluent) Speaking/Reading/Writing English is required. Level IV (fluent) Speaking/Reading/Writing Spanish is required. Must be able to draft correspondence and other items in English and Spanish.

e. Job Knowledge: Comprehensive knowledge of host country's political, economic, social and educational structures is required. Thorough understanding of domestic and international media is required. Familiarity with highest-level Panamanian media figures/outlets and government public affairs officials is required. A fair knowledge of American history, political, economic, social, cultural and educational structure and institutions. Must have good knowledge on drafting press releases/statements. Must know how to use MS Office applications.

f. Skills and Abilities: Must have excellent organization, communication and interpersonal skills. Personal standing and prestige among media personnel is required. Ability to develop and maintain extensive high-level contacts is required. Ability to advise American officers on information programs and on trends and reaction in the media is required as well as on the formulation of traditional and social media campaigns, press guidance and communication strategies (traditional and social) on all major topics. Must have strong social media skills including fluency in multiple social media platforms (i.e. Hootsuite, Facebook, Twitter, Instagram, Flickr, YouTube, HTML, and others). Familiarity with mobile devices, digital/video cameras, scanners, copiers and a range of printers is required. Able to shoot videos and photos, edit and create graphics. Strong background in metrics and measuring all content and engagement. Ability to advise the selection and release of informational materials to the public and the news media is required. Ability to relay politically sensitive responses to the media in a confident and articulate manner is required. Excellent written and oral communication skills are required. Must demonstrate that he/she can work well under pressure, be reliable, follow schedules, meet and anticipate deadlines, and has high level customer service skills. Must possess problem solving skills related to promoting U.S. programs and policies.

#### **16. Position Elements**

a. Supervision Received: Direct supervision by Information Officer.

b. Supervision Exercised: The incumbent supervises the Social Media Coordinator and Media Assistant (Photographer).

c. Available Guidelines: High degree of autonomy in decision-making based on general guidance by IO and PAO in support of Mission goals and objectives.

d. Exercise of Judgment: Exceptional, independent sophisticated judgment is essential and expected, in this politically sensitive society.

e. Authority to Make Commitments: The incumbent may promise to provide information on U.S. policy when information products are readily available. Has the authority to commit to appointments, office calls, etc. in connection with assignments and work requirements.

f. Nature, Level and Purpose of Contacts: Must have extensive personal contacts at the highest level of local media, as well as solid contacts in government and the private sector to ensure timely communication of USG and positions.

g. Time Expected to Reach Full Performance Level: 1 (one) year.